

"BUILDING A WORLD OF HOPE"

Fact Sheet

What: A two-day Memorial Day music celebration benefiting the San Diego USO, North County Armed Services YMCA and Children's Aid International.

Who: The USEF is a non-profit private foundation composed of entertainers created to serve military organizations. Its purpose is to entertain both men and women of US Armed Forces, regardless of where they are located. The USEF also provides benefit concerts for non-profit charities around the world.

Where: Camp Pendleton Marine Corps Base in Oceanside, California.

When: May 26-27, from 10 a.m. to 10 p.m.

Why: To honor the men and women who have given their lives in pursuit of our freedom, and celebrate the children, as the future of our nation.

Cost: Presenting Sponsor - \$50,000
Official Sponsors (4) - \$25,000
Tower Stage Sponsor (1) - \$15,000
Community and Children Stages Sponsors (2) - \$7,500
Peninsula Booth Sponsors (8) - \$2,500

Features: Drew Carey as MC, Jim Bellushi and Blues Brothers Band, John Goodman and Sacred Heart Band, Smoky Robinson, Poncho Sanchez, The Rembrandts, The Navy Leap Frogs, Miss America, Miss California, The Blue Angels and The Doobi Brothers. *

Family entertainment: military interactive displays, over 250 arts and crafts booths and 65 food and beverage vendors, a carnival area with petting zoo, clowns and rides.

Demographics:

San Diego - Population 2,673,600.
Orange County - Population 2,601,000.

Contacts:

Marketing: Barry Newcomb or Dan Peddie, Catalyst Marketing (619) 792-8430
Event: Jerry Payne, CEO, U. S. Entertainment Force (USEF) (619) 757-0760

* Artist list currently under contract, further list of significant acts available 4/1/96

2041893856